

Agenda
City of Fayetteville Arkansas
Telecommunication Board
February 16, 2012

A meeting of the Telecommunication Board will be held at 5:30 P.M. February 16, 2012 in Room 326 of the City Administration Building at 113 West Mountain Street, Fayetteville, Arkansas.

1. Call to Order
2. Roll Call
3. Approval of January meeting minutes
4. Approval of meeting agenda
5. Reports
 - a. Television Center Manager: Television Center and Government Channel Report
 - b. Fayetteville Public Access Television operations report
6. Old Business
 - a. None
7. New Business
 - a. Year-End Report from Fayetteville Public Schools regarding the operation of the Education Channel
8. Committee Reports
9. Adjourn

Members of the public may approach Board members prior to the meeting and request items to be added to the agenda.

Telecommunications Board Meeting Minutes

January 19, 2012, 5:30pm Room 326, City Administration

Present were Michael Ehrig, Blake Pennington, Aubrey Shepherd, Mitchell Spearman, Michael Spencer, and Stephen Smith. Not present, new member, Goggans. Also present were Fritz Gisler, Fayetteville Television Center Manager; Anne Shelley, Executive Director of the Fayetteville Public Access Provider, Your Media.

1. and 2. Pennington called the meeting to order and called roll.

3. **Approval of December meeting minutes:** Smith moved to adopt the minutes and Ehrig seconded. All approved.

4. **Approval of Agenda:** Smith moved to accept the agenda and Spearman seconded. Agenda approved as proposed.

5. Reports:

a. **Television Center Manager: Television Center and Government Channel Report:** Gisler announced that the City Council had unanimously approved the Telecommunications Board's recommendation of changes to the Telecom Board Ordinance. Smith commented on Pennington's fine presentation and then asked about a statement by Marvin Hilton about city offices having access to streaming video of certain meetings, to which the public did not have access. Gisler explained the City's internal web streaming server for providing internal communication separate from the channel. The question had been why that was not available to the public. Gisler said technology capacity did not allow more than a few people access at a time. He said it could be done but it would be a budgetary issue for City Council. Gisler explained the contract with Granicus and video on demand which allows as many people as want to view the meetings.

Gisler reported that the Fayetteville Public School year end report will be in February.

Gisler reported that he was waiting for the Mayor's approval on an agreement with Tribune Media Services to put details on the Cable company's on-screen program guide

Gisler discussed the plans to reconfigure the control room space at the Television Center and the subsequent commitment to archiving the Public Access library. He asked the Board for advice about whether or not to archive import programs. Smith suggested asking the resident who submits the program to pick it back up within 30 days. Shelley said she had polled her staff and they saw no reason to keep them. She explained that they will stay in the system available for telecasting for three months. Gisler brought up the policy for requesting playback of shows in the library. He clarified that the producer of the show has to give permission for a replay. The Board members discussed giving the shows to the Friends of the Fayetteville Public Library. Shepherd brought up reusing the DVD cases. The Board again talked about asking the person bringing the program in to pick it back up. Shelley said most do now but she was concerned

about the older programs. **Smith** suggested making an announcement that these imported shows were about to be gotten rid of.

Gisler said he would keep the Board updated on the conversion from VHS to DVD of the Public Access library. He mentioned that it will be extensive and expensive so will have to be budgeted.

b. Fayetteville Public Access Television Operations Report: **Shelley** said her quarterly report would be included in her year end report. She talked about a few things that occurred since the end of the quarter. Mount Sequoyah had been in touch about some work. **Shelley** said she was waiting to hear from the City Council if Trust funds could be used for outreach including 10,000 new brochures, a mailing to non-profits, an ad campaign and a press conference and open house at the Television Center. **Shelley** reported that Your Media was working with Springdale Administration about possibly producing programming for their government channel.

Spearman suggested that **Shelley** connect with the AFP (Association of Fund Raising Professionals). **Shelley** said she would love to and to tell them about the opportunity to fund raise on the air.

6. OLD BUSINESS

a. Consideration of Amendments to Article VI and Article VII of the Administrative Rules of the Fayetteville Telecommunications Board

Smith pointed out the parts to be removed and the parts to be substituted. He explained that this was changing citizen to resident and specifying throughout that this referred to Fayetteville residents. **Smith** suggested striking the process for appealing an action of the Board.

Smith moved to adopt the motion. **Shepherd** seconded. **Gisler** stated the support of the staff for the changes. All voted to approve the adoption of the changes. **Gisler** said he would see to the changes and send the new document and other revised material to the Board.

New Business

a. 2011 Year End Report by Public Access Provider: **Shelley** referred to the report she provided to the Board members and gave the following highlights: 1. Transition – branded both Fayetteville Public Access and Your Media; transformed the physical space; transformed the working relationship of the City staff and the Public Access staff. 2. Service – City recognized as the largest client being served and second only to the service to the users of the facility. 3. Education- hired a Director of Education and out reach expanded. The number of class offerings and the number of candidate producers exceeded the number required by contract.

Shelley explained the charts which compared 2011 to 2010 and gave the following numbers for 2011: 311 class offerings; 58 candidate producers; a break down by Wards of participation with Ward 2 having the most class participants, Ward 1 having the most candidate producers, and Ward 4 having the most program requestors.

Shelley reported that Your Media was fiscally sound, had new contracts, a strong board and a capable staff.

Shelley reported on training test scores and that the Accelerated Producer Training Class was being discontinued. **Shelley** mentioned the wisdom of allowing the active Certified Producers who lived outside of Fayetteville to become Grandfathered Producers. She discussed the issue of Candidate Producers who do not become Certified Producers and the web-based survey which helped them formulate a plan to assist the producers. **Shelley** reported on the success of the Lion's Club Auction on the Air, on a plan to increase the use of Short Takes, on equipment usage and that there were no complaints in the second half of the year. She said one of the biggest accomplishments was accurate reporting of programming with 720 new programs and 477 repeat programs.

Shelley concluded with "Mission Accomplished!"

Smith said that one of the responsibilities of the Board was to promote the use of the facility and asked what **Shelley** thought they should do. She said to get her to speak at events in their circles of influence and for them to spread the information in those circles.

Pennington asked about the work environment and **Shelley** responded that it was awesome.

Spencer asked for clarification about total class participants on page two of the report and Other on page Three. **Shelley** said that Other included the Grandfathered Producers and a couple from the County who paid for the classes. She discussed the fact that Studio class and ATP classes were actually two classes each so the total was 311 instead of 304.

b. 2012 Year-End Report from Television Center Manger regarding operations of the Television Center and The Fayetteville Government Channel: **Gisler** started his report by complimenting the working relationship with Ms. **Shelley** and the Your Media Board and added that they would be meeting regularly with the Director of Communications, **Lindsley Smith**, to continue to ensure that they were continuing to focus on the best use of City funding for service to the residents.

Gisler presented his report which was included in the packet. Some of the highlights are the following: The Government Channel produced and telecast an average of thirty meetings each month, provided support for the Television Center and the Telecommunications Board, and offered video communication support and presentation consulting services to all Departments in the City; the remaking of Public Access Television and the contract with Your Media to provide the services; digital signage installations; a documented complaint and feedback procedure; program schedules on accessfayetteville.org; expanded video on demand for City meetings; awards for "The Fayetteville History Minute"; renovation of the studio at the Television Center; completed archive of all Government Channel programs to DVD; and the Television Center renovation.

Gisler mentioned the following six goals for 2012: replace studio cameras; move toward tape-less production; establish remote meeting recording; expand digital signage; revise the

Television Center's five-year plan; and provide support for the implementation of a new legislative management system.

Smith asked about Gisler's relationship with COX Communications. **Gisler** said it was cordial and they are responsive to complaints. He added that they will not provide some data he has requested concerning viewership. He said they have worked well with him on getting the program schedule on the guide.

Smith asked if there was any way to measure the numbers of on-line usage like the streaming, You Tube and video on demand. **Gisler** said he could start supplying the numbers for video on demand and he will ask Julie McQuade about the You Tube counts.

Gisler was congratulated on a job well done by **Smith, Pennington and Spearman**.

Shepherd asked for more clarity on what hours people can come in to the Television Center. **Shelley** stated the Fayetteville Public Access hours. **Shepherd** asked how that related to the Government Channel access. **Gisler** said that when the building was closed for the Public Access people should call if they need the Government Channel.

8. Committee Reports: none

Smith recommended that the Board pay attention to the State Wide Franchising issue coming up and be prepared to give a position. He said his inclination was to be prepared to recommend to the City that they oppose it and that they communicate that to the Legislative Delegation before the next session. He said he would like to investigate what has been done in other Cities and to see if the Municipal League had a position and if they supported the Cities. He said it is not to be considered until a year away but that the Board may want to form a committee to look in to it.

Pennington asked the Board for consent for him to prepare an annual report for City Council. He said he would prepare that report.

9. Adjourn: Shepherd moved to adjourn. Spencer seconded. Adjourned